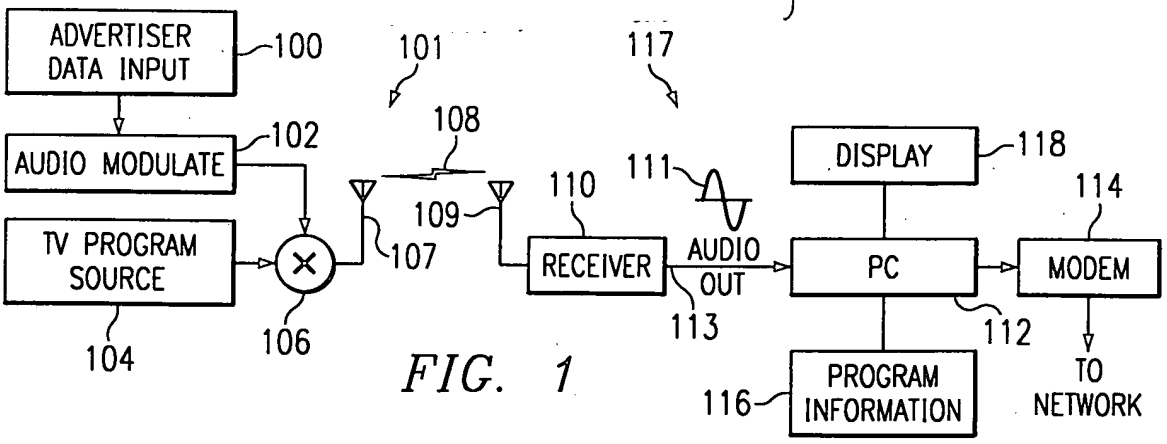


FIG. 1

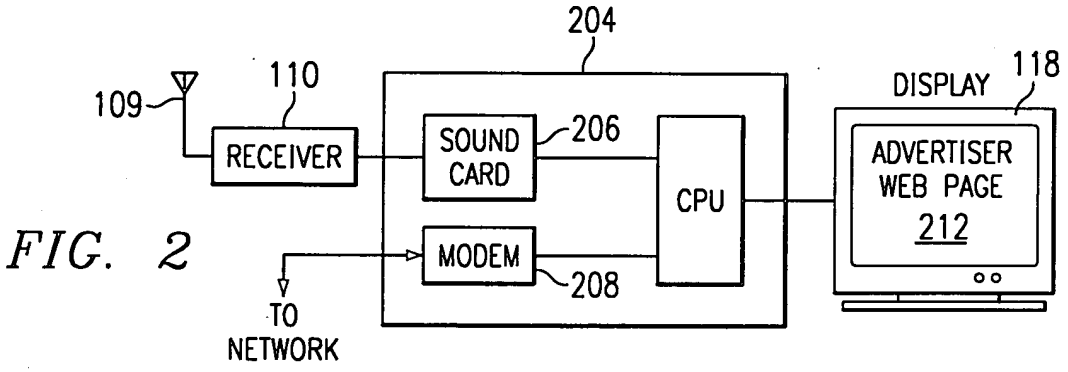


FIG. 2

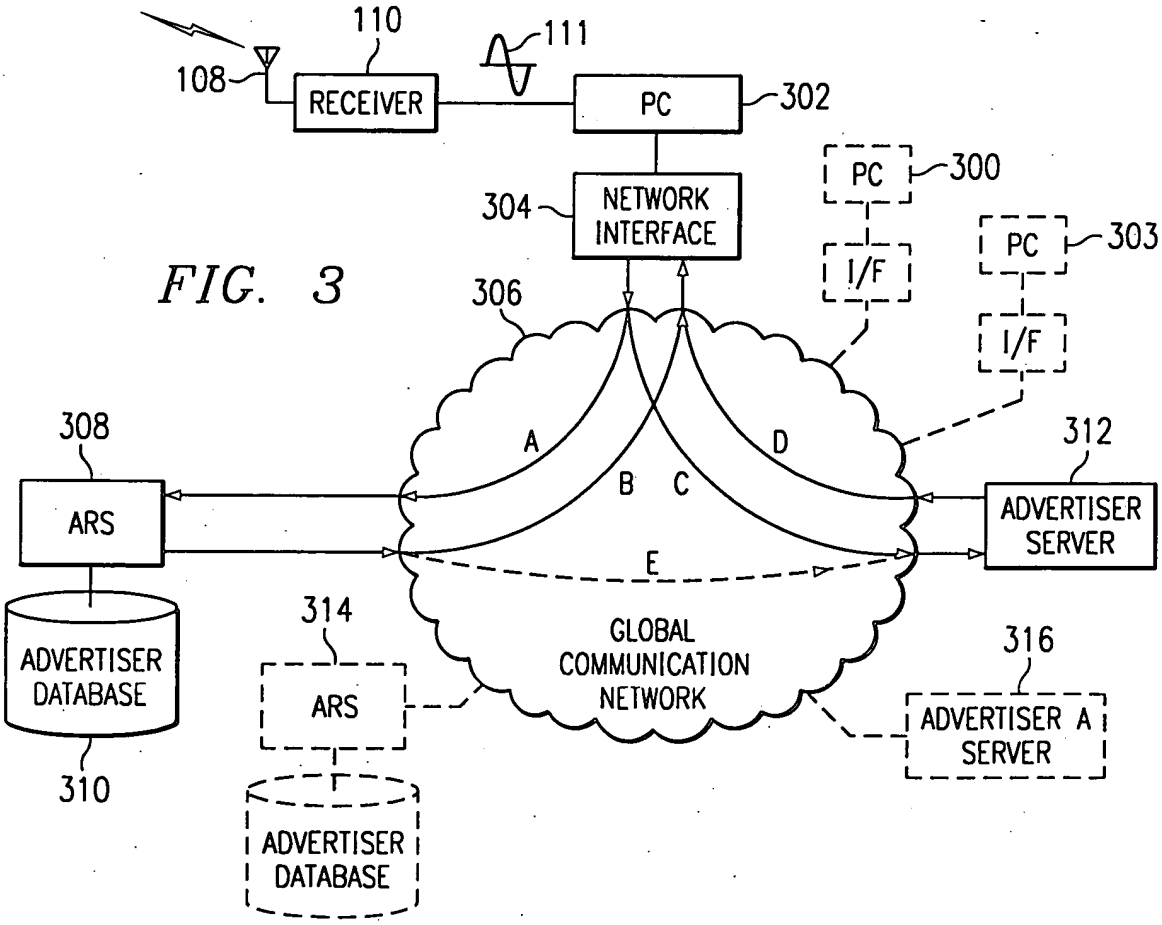


FIG. 3

PATH A: SOURCE TO ARS

FIG. 4a

PATH B: ARS TO SOURCE

FIG. 4b

PATH C: SOURCE TO ADVERTISER

FIG. 4c

PATH D: ADVERTISER TO SOURCE

FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

FIG. 4e

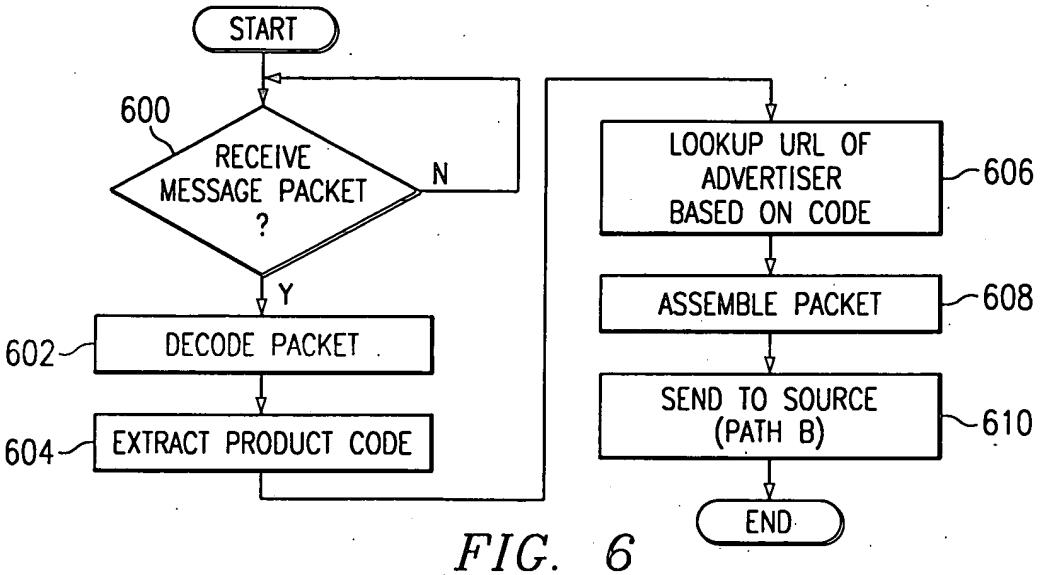


FIG. 6

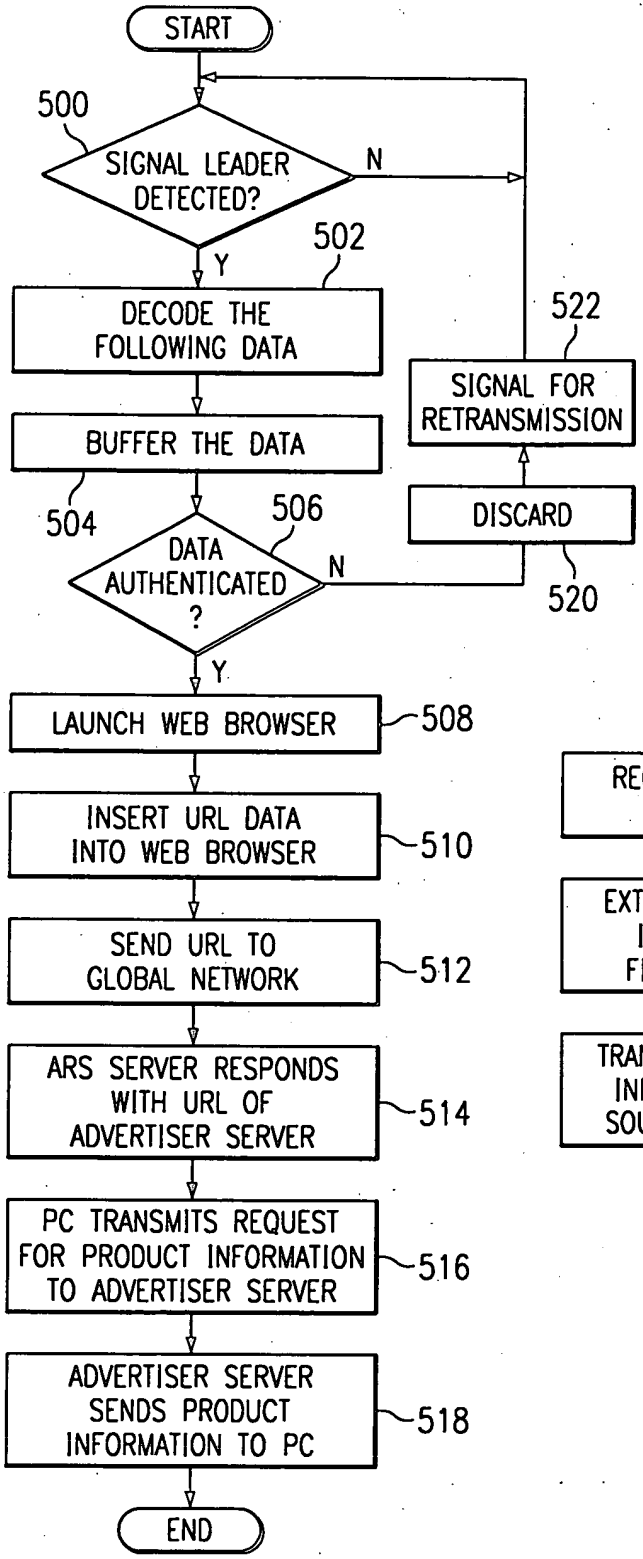


FIG. 5

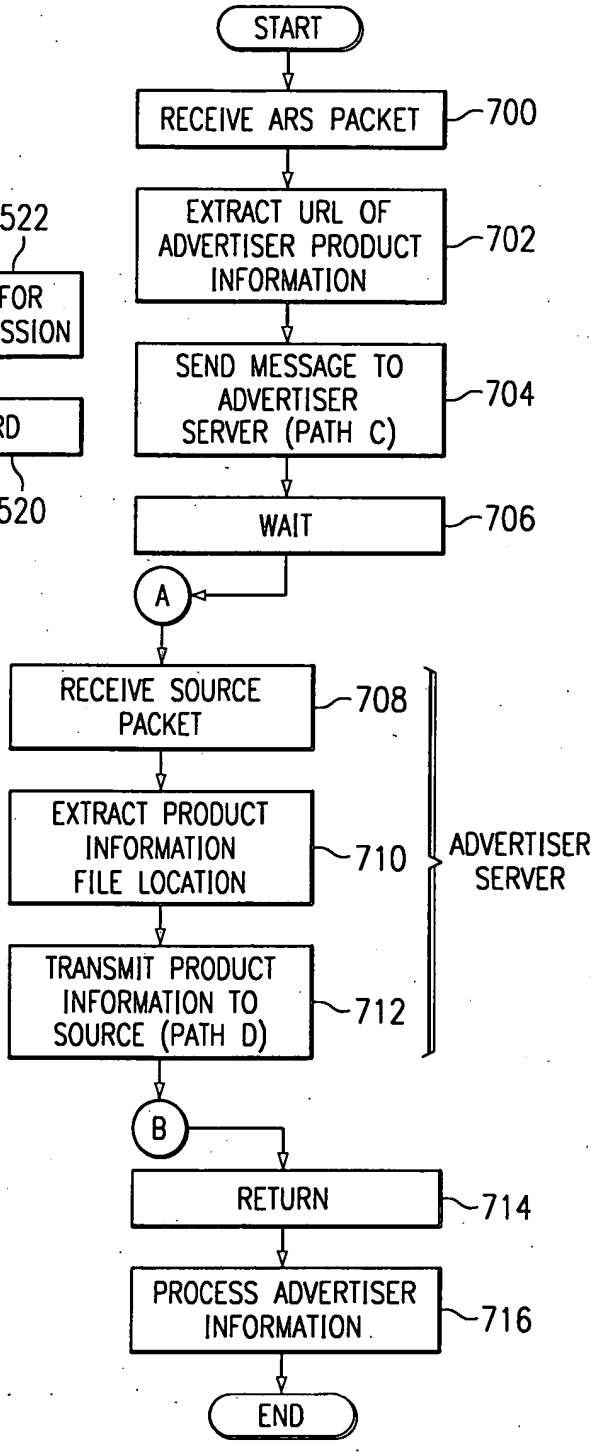


FIG. 7

0003204 :dq 0960200

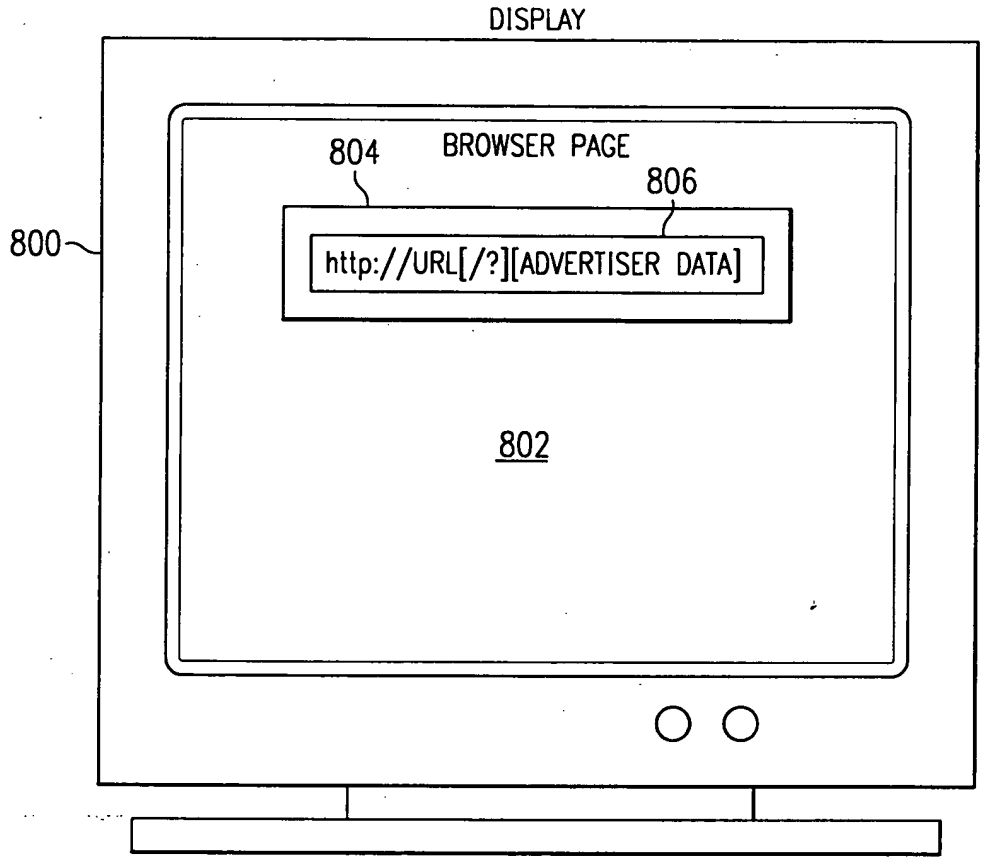

DISPLAY
800
804
BROWSER PAGE
806
http://URL[/?][ADVERTISER DATA]
802
808
URL/ADVERTISER DATA
[Ctrl-O][http://][URL][/?][variable][↵]
OPEN PAGE
USE HYPERTEXT PROTOCOL
URL OF ARS
ALLOW VARIABLE APPENDING
APPENDED VARIABLE (e.g., UPC CODE)
CARRIAGE RETURN – TRANSMIT DATA

FIG. 8

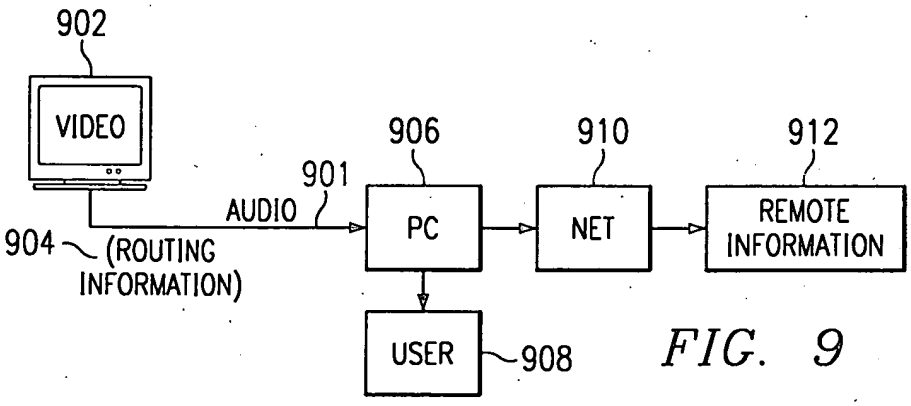

902
VIDEO
906
910
912
901
AUDIO
PC
NET
REMOTE INFORMATION
904
(ROUTING INFORMATION)
USER
908

FIG. 9

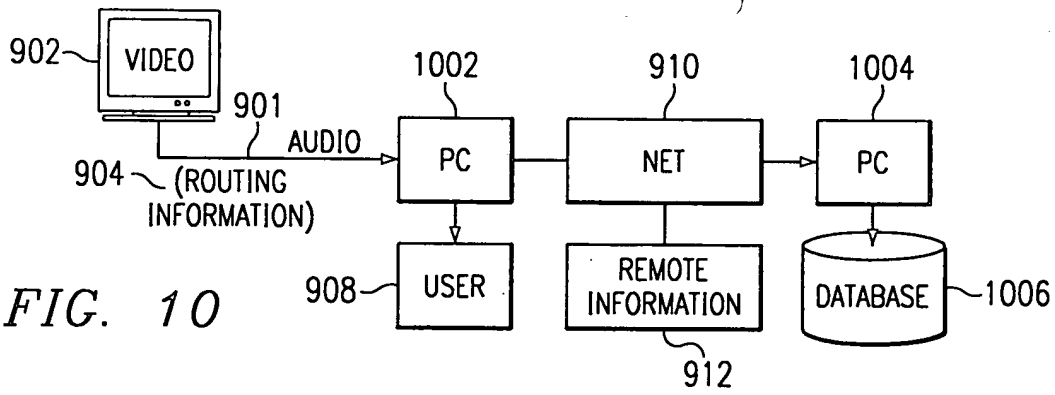


FIG. 10

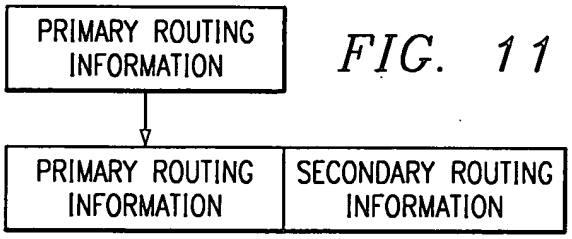


FIG. 11

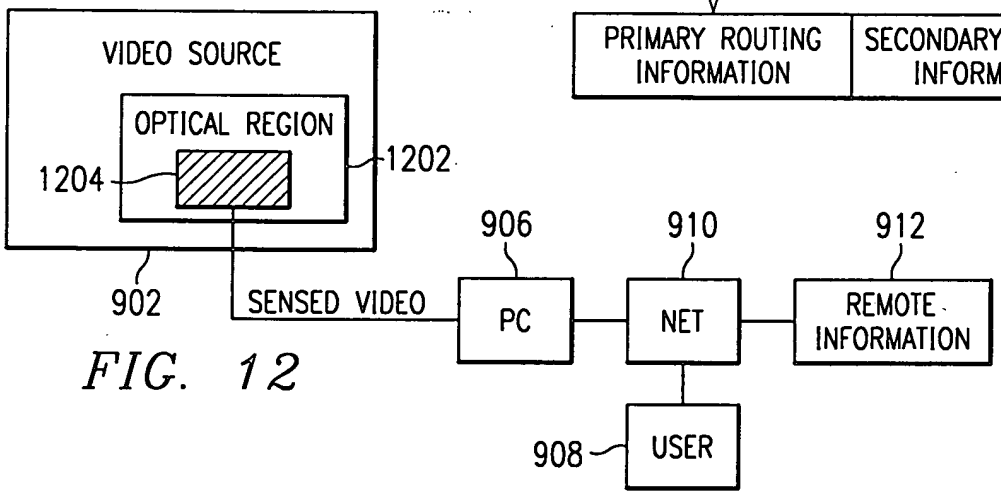


FIG. 12

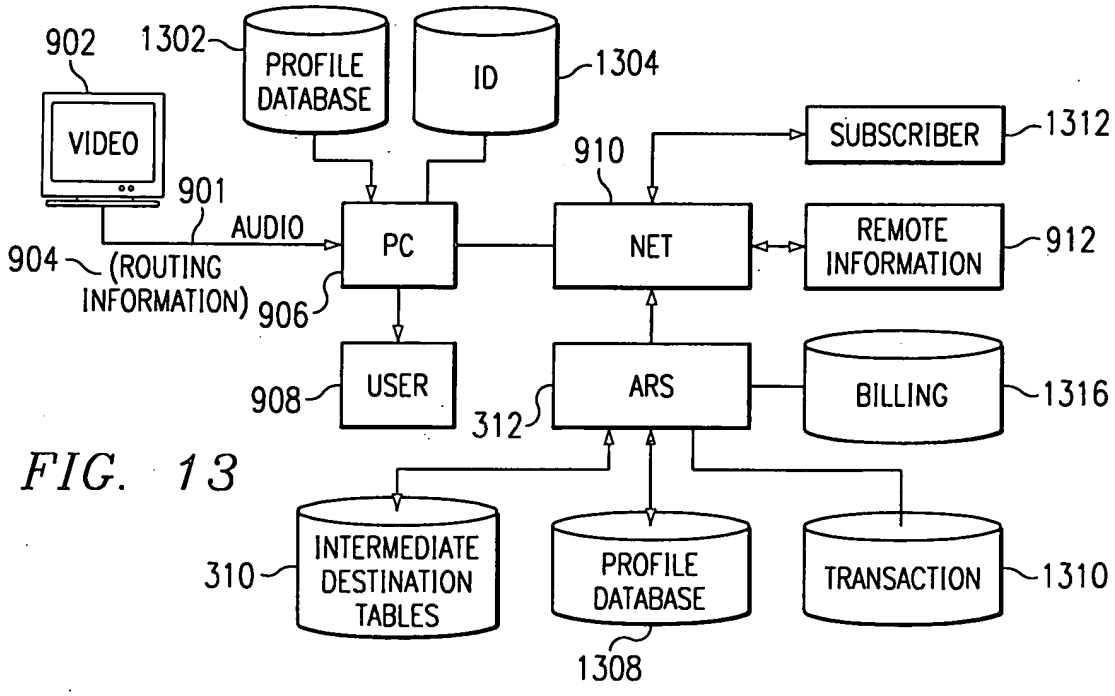


FIG. 13

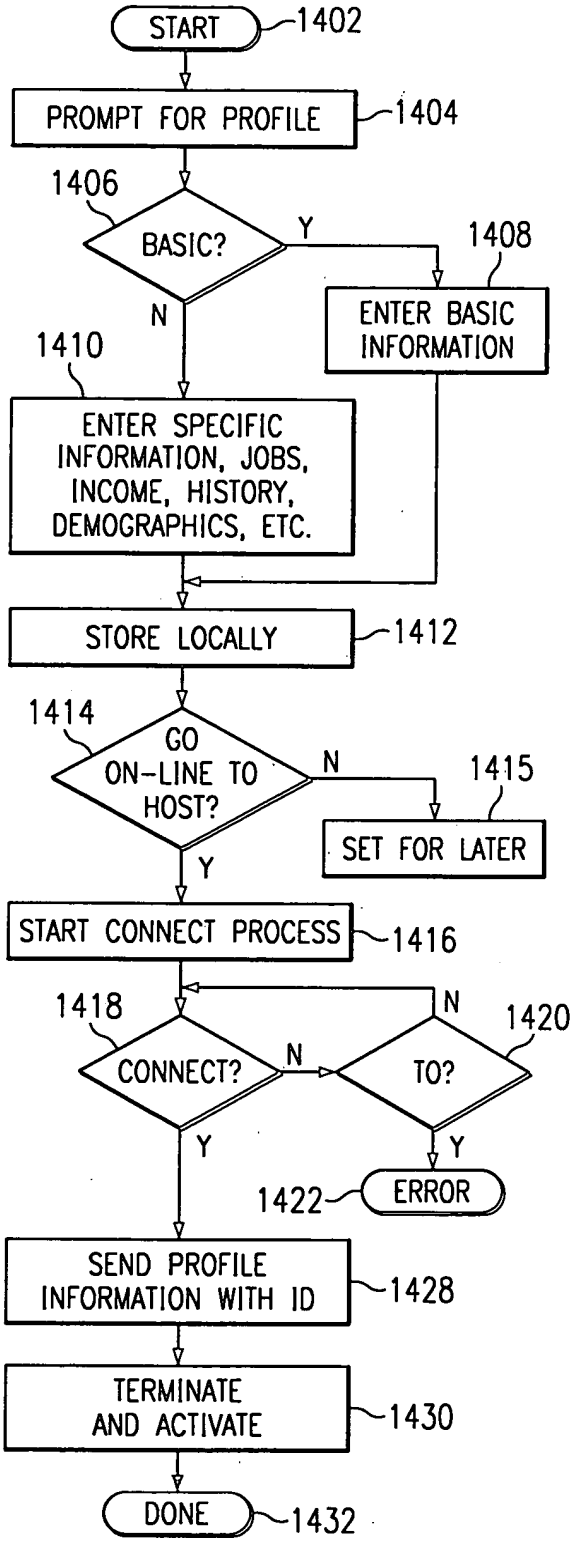


FIG. 14

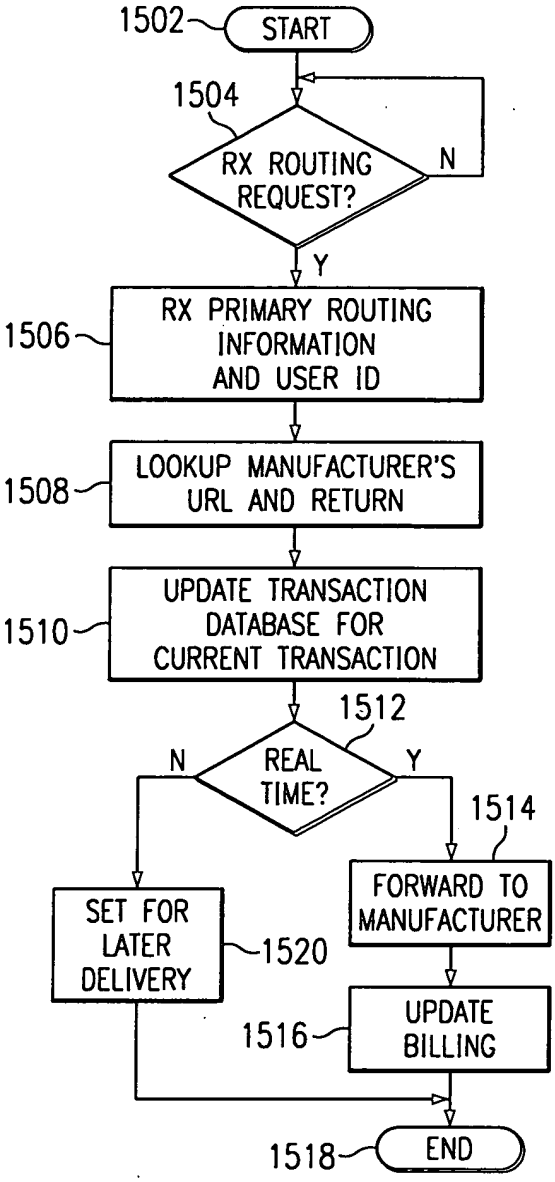
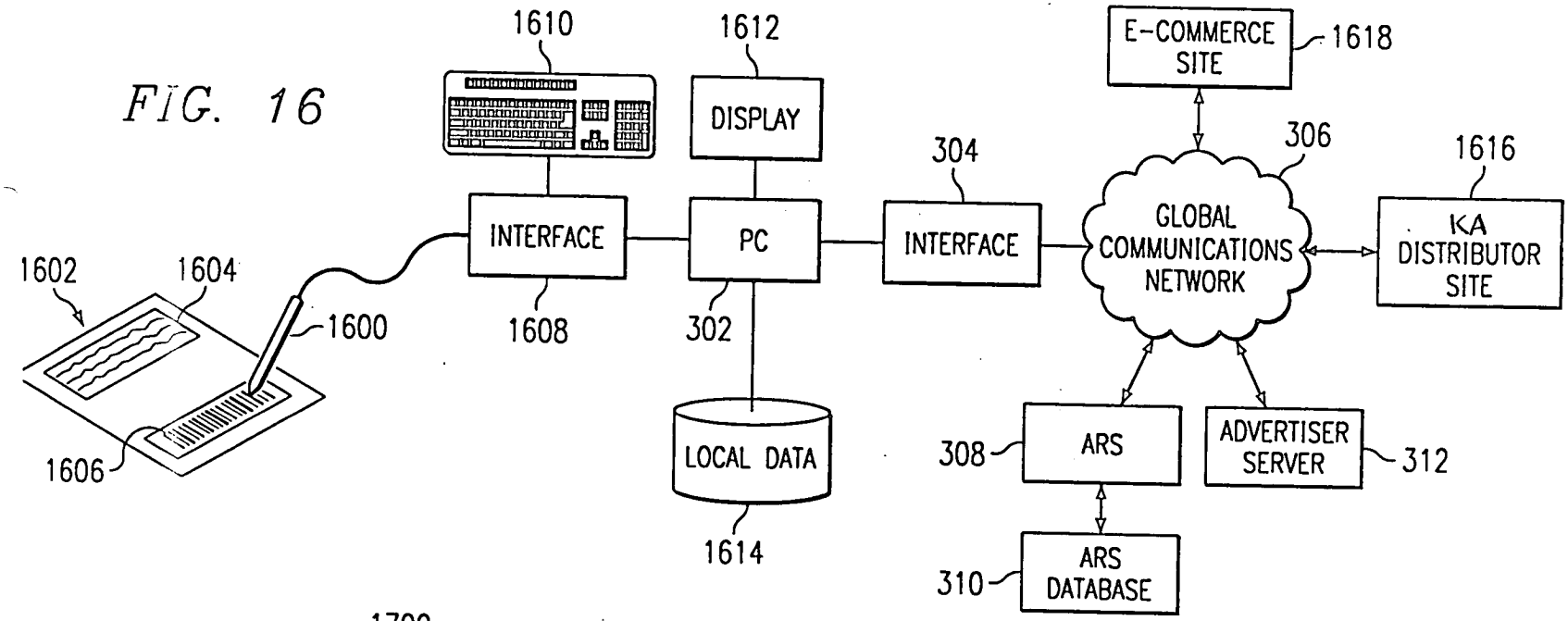


FIG. 15

0003290 - 4220596.0

FIG. 16



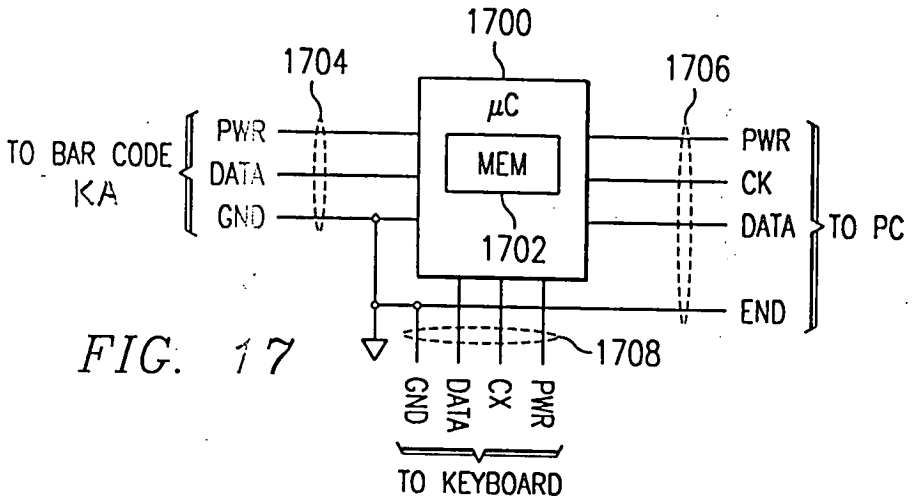


FIG. 17

FIG. 18

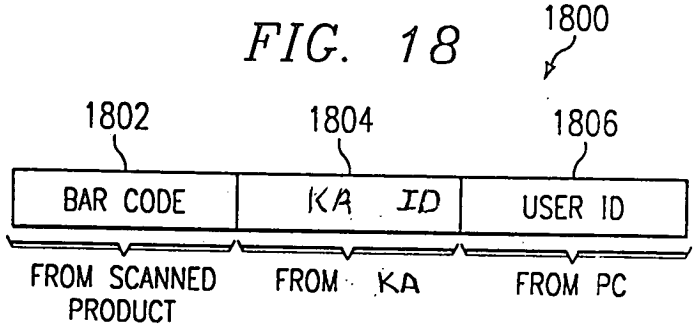


FIG. 19

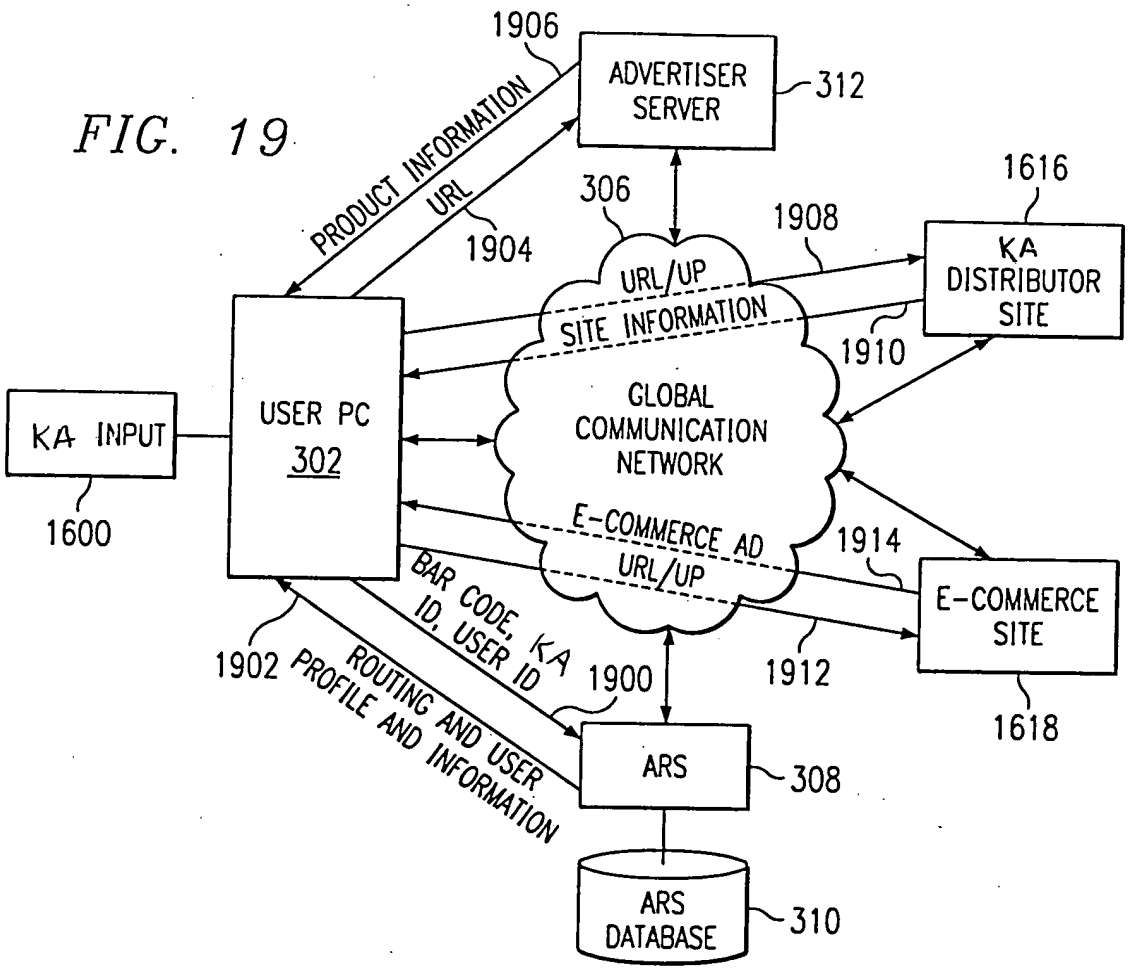

1906
ADVERTISER SERVER
312
PRODUCT INFORMATION
URL
1904
306
1908
1616
KA DISTRIBUTOR SITE
URL/UP
SITE INFORMATION
1910
GLOBAL COMMUNICATION NETWORK
KA INPUT
1600
USER PC
302
E-COMMERCE AD
URL/UP
1914
E-COMMERCE SITE
1618
BAR CODE, KA ID, USER ID
1902
ROUTING AND USER PROFILE AND INFORMATION
1900
1912
ARS
308
ARS DATABASE
310

FIG. 20

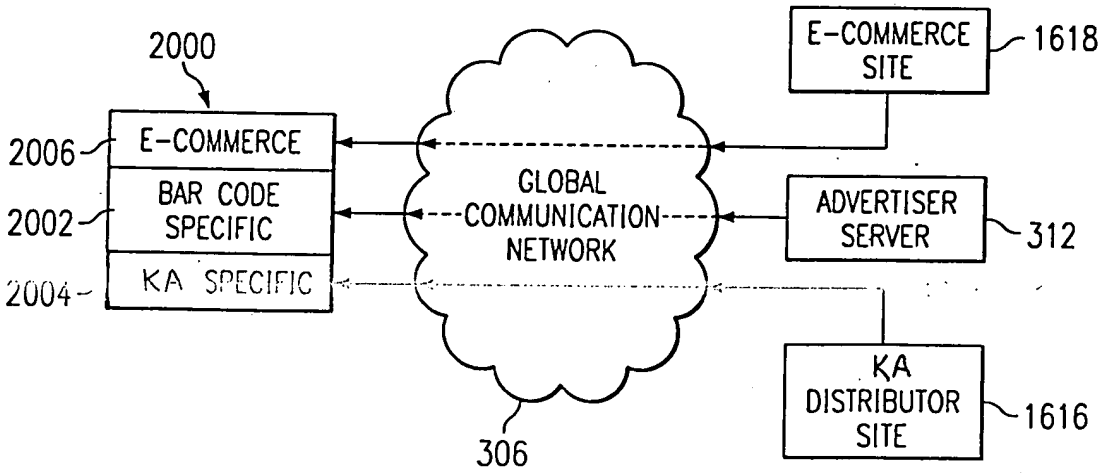

2000
E-COMMERCE
2006
BAR CODE SPECIFIC
2002
KA SPECIFIC
2004
GLOBAL COMMUNICATION NETWORK
306
E-COMMERCE SITE
1618
ADVERTISER SERVER
312
KA DISTRIBUTOR SITE
1616

FIG. 21

ARS DATABASE 2100

2102		2104		2106	2108	
PRODUCT		KA		USER	E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

FIG. 22

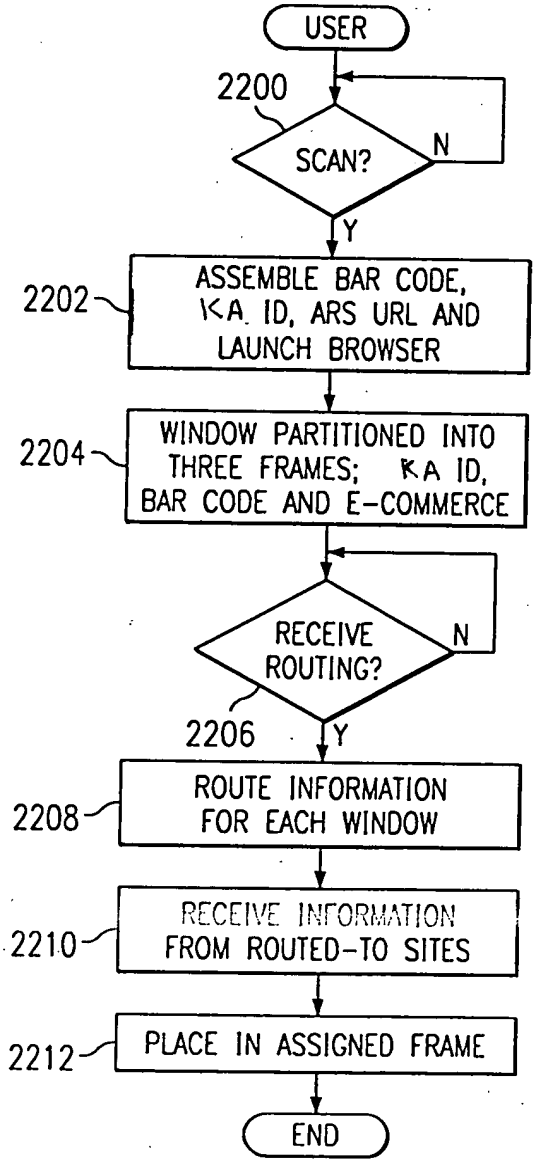


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FIG. 23

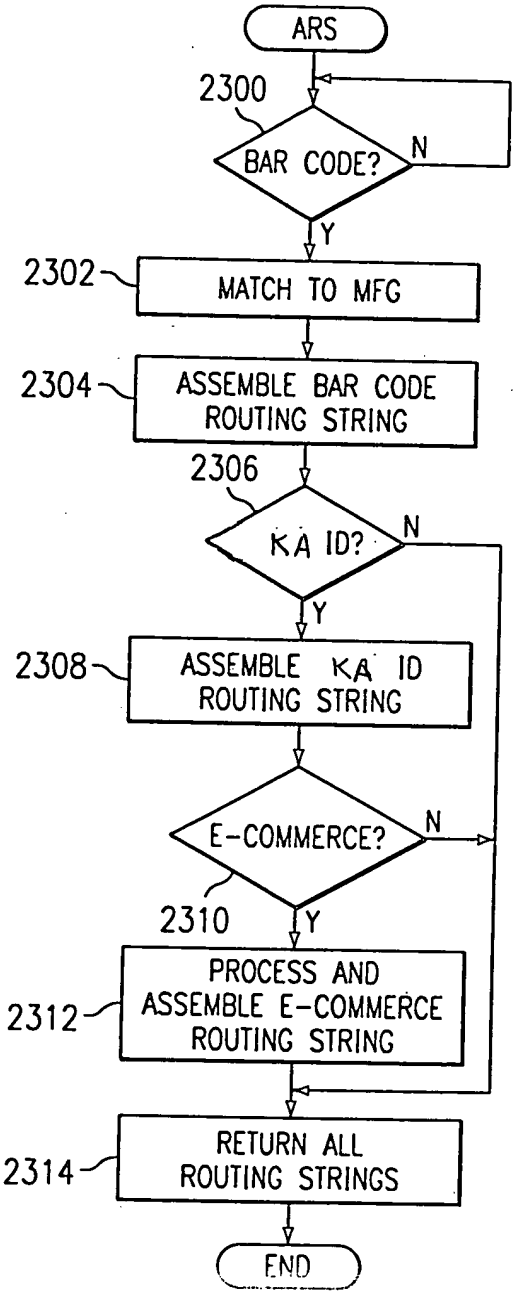
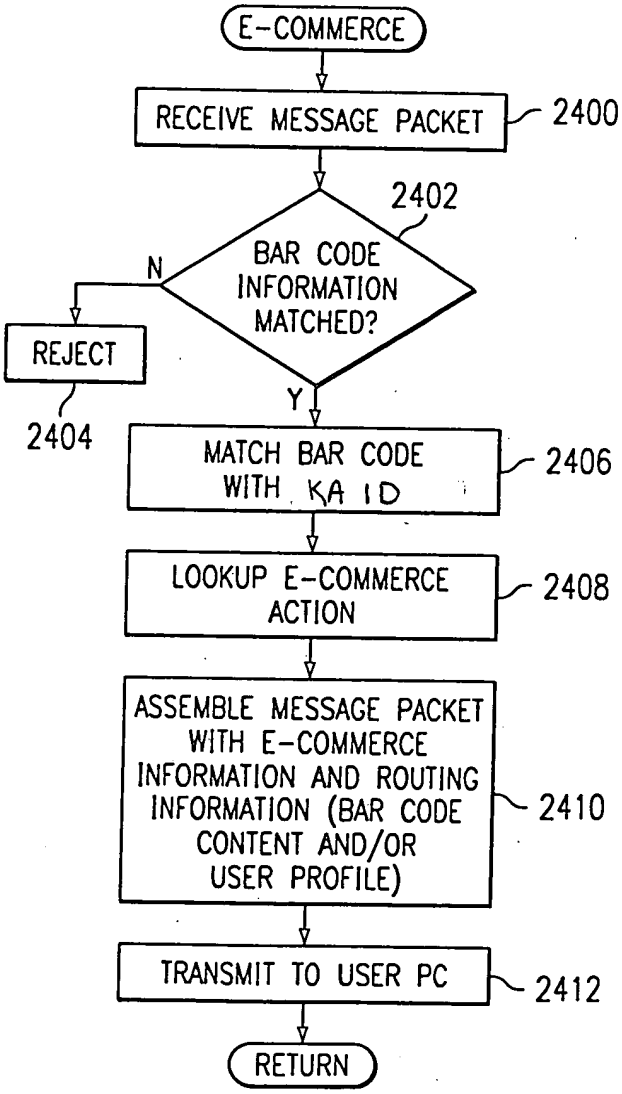

ARS
2300
BAR CODE?
N
Y
2302
MATCH TO MFG
2304
ASSEMBLE BAR CODE ROUTING STRING
2306
KA ID?
N
Y
2308
ASSEMBLE KA ID ROUTING STRING
E-COMMERCE?
N
2310
Y
2312
PROCESS AND ASSEMBLE E-COMMERCE ROUTING STRING
2314
RETURN ALL ROUTING STRINGS
END

FIG. 24


E-COMMERCE
RECEIVE MESSAGE PACKET
2400
2402
BAR CODE INFORMATION MATCHED?
N
REJECT
2404
Y
MATCH BAR CODE WITH KA ID
2406
LOOKUP E-COMMERCE ACTION
2408
ASSEMBLE MESSAGE PACKET WITH E-COMMERCE INFORMATION AND ROUTING INFORMATION (BAR CODE CONTENT AND/OR USER PROFILE)
2410
TRANSMIT TO USER PC
2412
RETURN

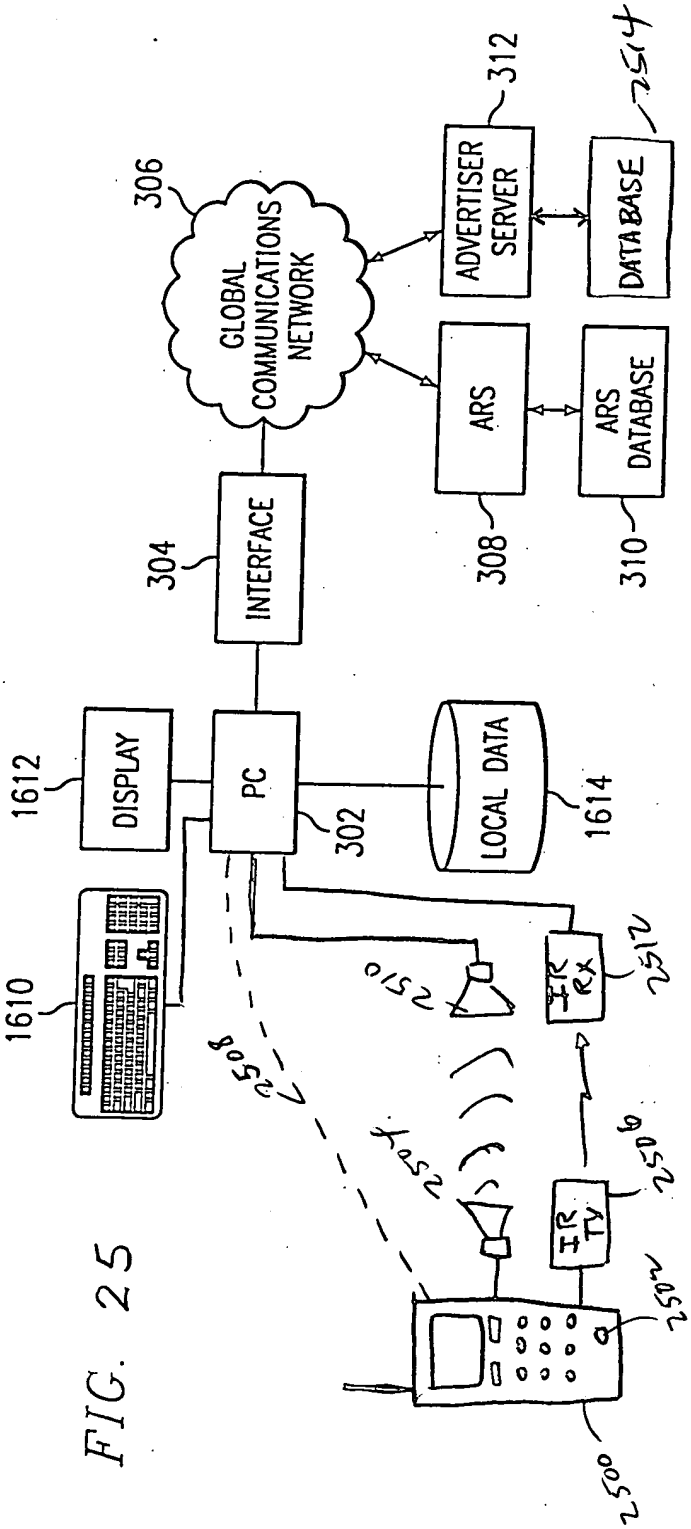

306
GLOBAL COMMUNICATIONS NETWORK
312
ADVERTISER SERVER
DATA BASE
2514
304
INTERFACE
ARS
ARS DATABASE
308
310
1612
DISPLAY
PC
302
LOCAL DATA
1614
1610
2512
IR RX
2517
2508
2504
IR TV
2506
2507
2500

FIG. 25

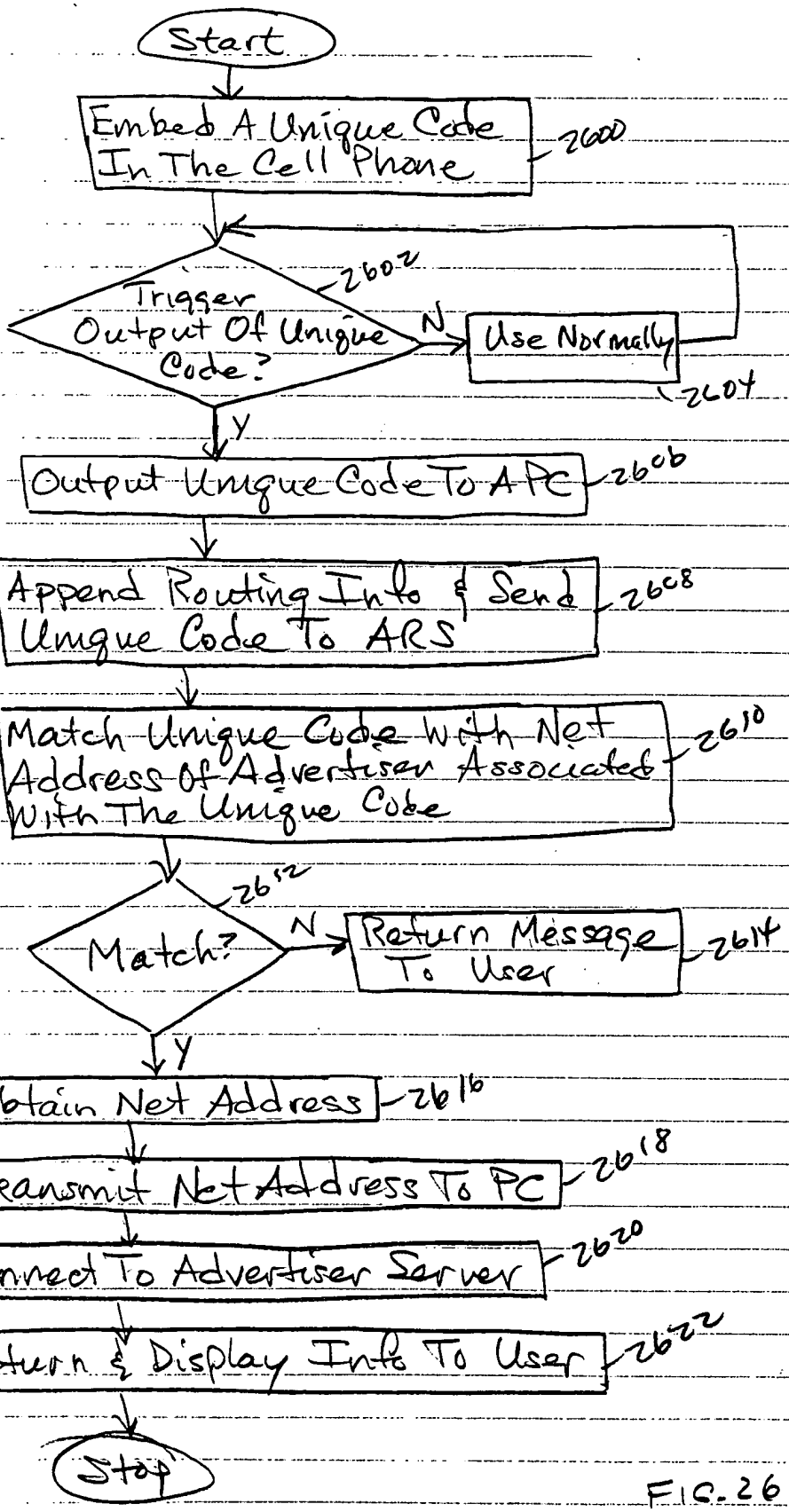

Start
Embed A Unique Code In The Cell Phone
2600
Trigger Output Of Unique Code?
2602
N
Use Normally
2604
Y
Output Unique Code To A PC
2606
Append Routing Info & Send Unique Code To ARS
2608
Match Unique Code With Net Address Of Advertiser Associated With The Unique Code
2610
Match?
2612
N
Return Message To User
2614
Y
Obtain Net Address
2616
Transmit Net Address To PC
2618
Connect To Advertiser Server
2620
Return & Display Info To User
2622
Stop

FIG. 26

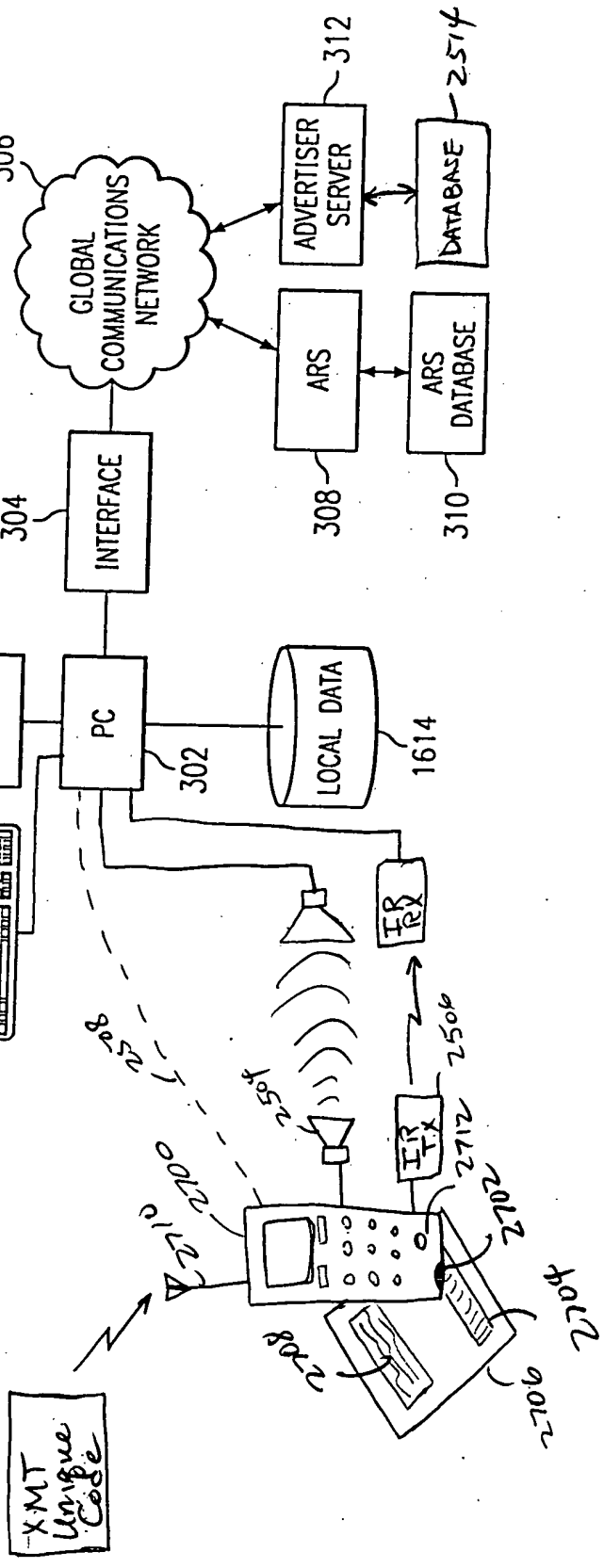

306
GLOBAL COMMUNICATIONS NETWORK
312
ADVERTISER SERVER
2514
DATABASE
304
INTERFACE
308
ARS
310
ARS DATABASE
1612
DISPLAY
PC
302
LOCAL DATA
1614
1610
IR RX
IR TX
2712
2702
2704
2708
2709
2710
2700
2508
2504
2506
XMT Unique Code

FIG. 27

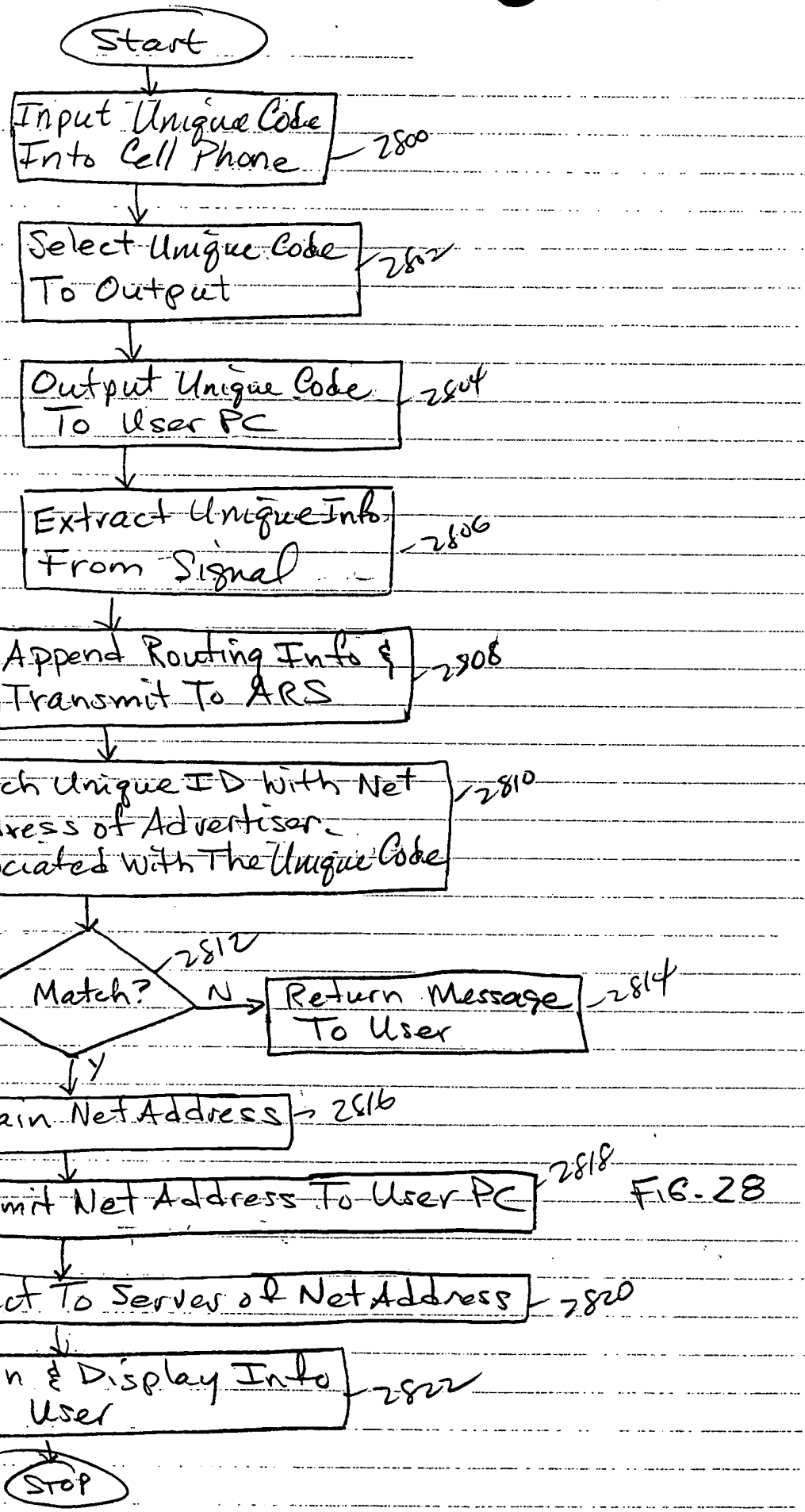

Start
Input Unique Code Into Cell Phone
2800
Select Unique Code To Output
2802
Output Unique Code To User PC
2804
Extract Unique Info From Signal
2806
Append Routing Info & Transmit To ARS
2808
Match Unique ID With Net Address of Advertisar Associated With The Unique Code
2810
Match?
2812
N
Return Message To User
2814
Y
Obtain Net Address
2816
Transmit Net Address To User PC
2818
Connect To Server at Net Address
2820
Return & Display Info To User
2822
STOP

FIG. 28

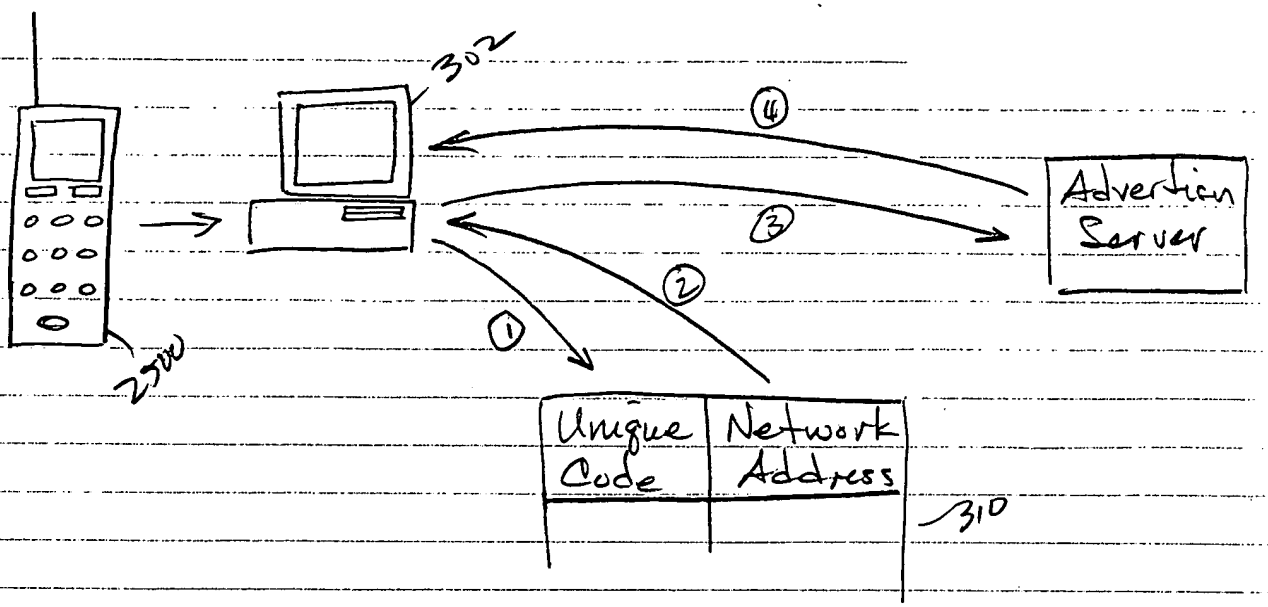

300
4
Advertising Server
3
2
1
250
Unique Code
Network Address
310

FIG. 29

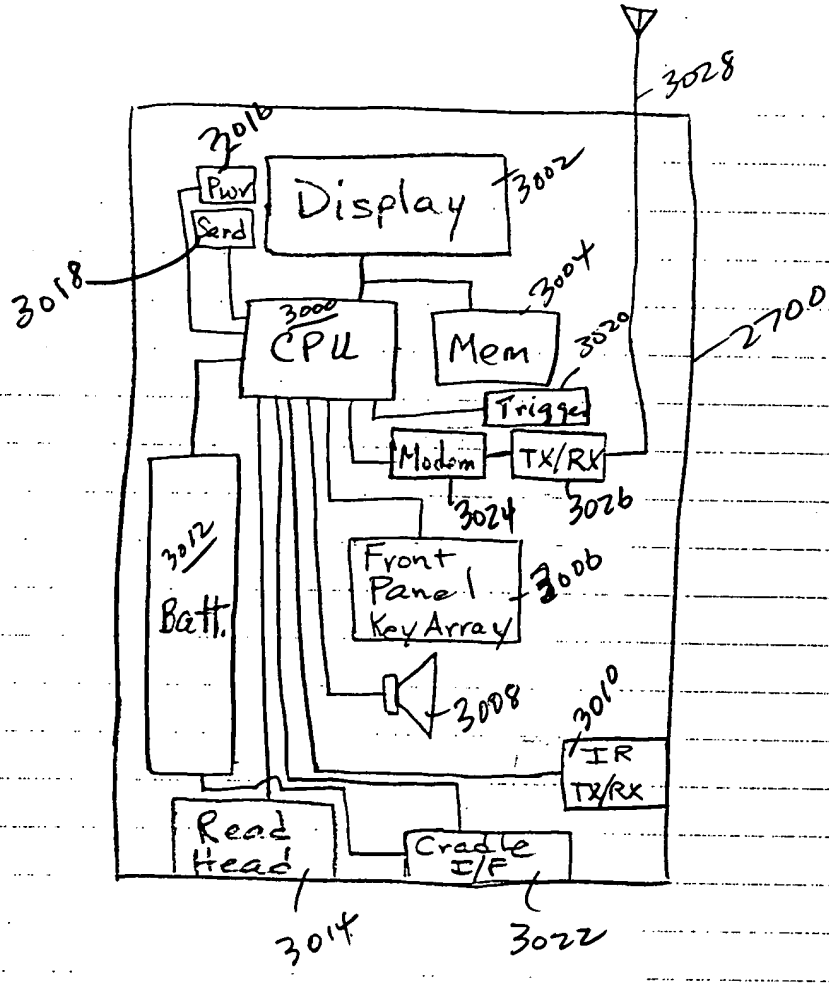

3028
3016
Pwr
Serd
Display
3002
3018
3000
CPU
Mem
3004
3020
2700
Trigger
Modem
TX/RX
3024
3026
3012
Batt.
Front Panel Key Array
3006
3008
3010
IR TX/RX
Read Head
Cradle I/F
3014
3022

FIG. 30